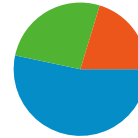


All traffic sources sent a total of 529,956 visits

20.29% Direct Traffic

26.38% Referring Sites

53.33% Search Engines



- **Search Engines**  
282,609.00 (53.33%)
- **Referring Sites**  
139,801.00 (26.38%)
- **Direct Traffic**  
107,546.00 (20.29%)

## Top Traffic Sources

| Sources                   | Visits  | % visits | Keywords         | Visits | % visits |
|---------------------------|---------|----------|------------------|--------|----------|
| google (organic)          | 243,927 | 46.03%   | mit certificates | 7,315  | 2.59%    |
| (direct) ((none))         | 107,546 | 20.29%   | mit email        | 6,599  | 2.34%    |
| search.mit.edu (referral) | 58,467  | 11.03%   | mit software     | 6,346  | 2.25%    |
| web.mit.edu (referral)    | 36,986  | 6.98%    | mit owa          | 5,267  | 1.86%    |
| search (organic)          | 27,366  | 5.16%    | owa.mit.edu      | 3,423  | 1.21%    |